GOVERNMENT OF INDIA
SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA

UNSTARRED QUESTION NO:358
ANSWERED ON:18.07.2017
Awareness on Drug Abuse
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Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) whether the Government has any action plan for awareness building and educating people about the ill effects of drug abuse;

(b) if so, the details thereof;

(c) whether the Government has adopted strategy for community based intervention for motivational counselling, identification, treatment and rehabilitation of drug addicts;

(d) if so, the details thereof;

(e) whether the Government proposes to provide training to volunteers/service providers and other stakeholders with a view to build up a committed and skilled cadre; and

(f) if so, the steps taken by the Government in this regard?

Answer

MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT
(SHRI VIJAY SAMPLA)
(a) to (f): The Ministry of Social Justice & Empowerment has been implementing a Scheme of Prevention of Alcoholism and Substance (Drug) Abuse since 1985-86 which, inter-alia, has provisions for creating awareness and educating people about the ill effects of alcoholism and substance (drug) abuse.

The main objective of the Scheme is to alleviate the consequences of drug and alcohol dependence amongst the individual, the family and society at large and to provide for a whole range of community based services for the identification, motivation, counselling, de-addiction, after care and rehabilitation for Whole Person Recovery (WPR) of addicts to make a person drug free and gainfully employed.

The Ministry has issued an Advisory on 11.08.2016 to all the States/UTs on combating drug abuse which advises them to prepare an Action Plan which, inter-alia, includes conducting sensitization and preventive education programmes in schools and colleges throughout the year.

The National Institute of Social Defence (NISD), an Autonomous Organization under this Ministry conducts capacity building programmes, sensitization and preventive education programmes in schools and colleges on regular basis. During the year 2016-17, they conducted 54 capacity building & skill development programmes imparting training to 1332 persons.
Besides, the Ministry has undertaken the following initiatives: -

i) The Ministry has, in the year 2016, conducted an awareness generation programme, in collaboration with Society for the Promotion of Indian Classical Music and Culture Amongst Youth (SPIC MACAY), to create awareness in children and youth about the harmful effects of substance abuse at schools in 22 districts of Punjab.
ii) The Ministry organized two Regional Workshops during the year 2015-16, in collaboration with NSS, at Shillong and Indore. The Coordinators of NSS from all the North Eastern States, Odisha and West Bengal attended the Workshop at Shillong and NSS Coordinators from Madhya Pradesh, Chhattisgarh and Rajasthan attended the Workshop at Indore. The Programme was also attended by a large number of students.
iii) The Ministry also uses print, electronic and social media for creating awareness. Information regarding ill-effects of alcoholism and drug abuse is also disseminated in regional languages through the All India Radio programme "Sanwarti Jayen Jeevan Ki Rahen" and also through advertisements in newspapers.
iv) The Ministry celebrates the International Day against Drug Abuse and Illicit Trafficking on 26th June every year by holding functions and organizing exhibitions to sensitize the people about the ill effects of drug abuse. National Awards are also conferred to individuals and institutions in order to recognize the efforts and encourage excellence in the field of prevention of substance abuse.
v) The Ministry has set up a National Toll Free Drug De-addiction Helpline Number 1800-11-0031 w.e.f. 07.01.2015 to help the victims of Drug abuse, their family and society at large. The Helpline has been made functional on 24 x 7 basis w.e.f. 01.03.2017.
vi) The NISD during the year 2016-17, conducted 207 awareness generation programme covering 15516 beneficiaries.

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